

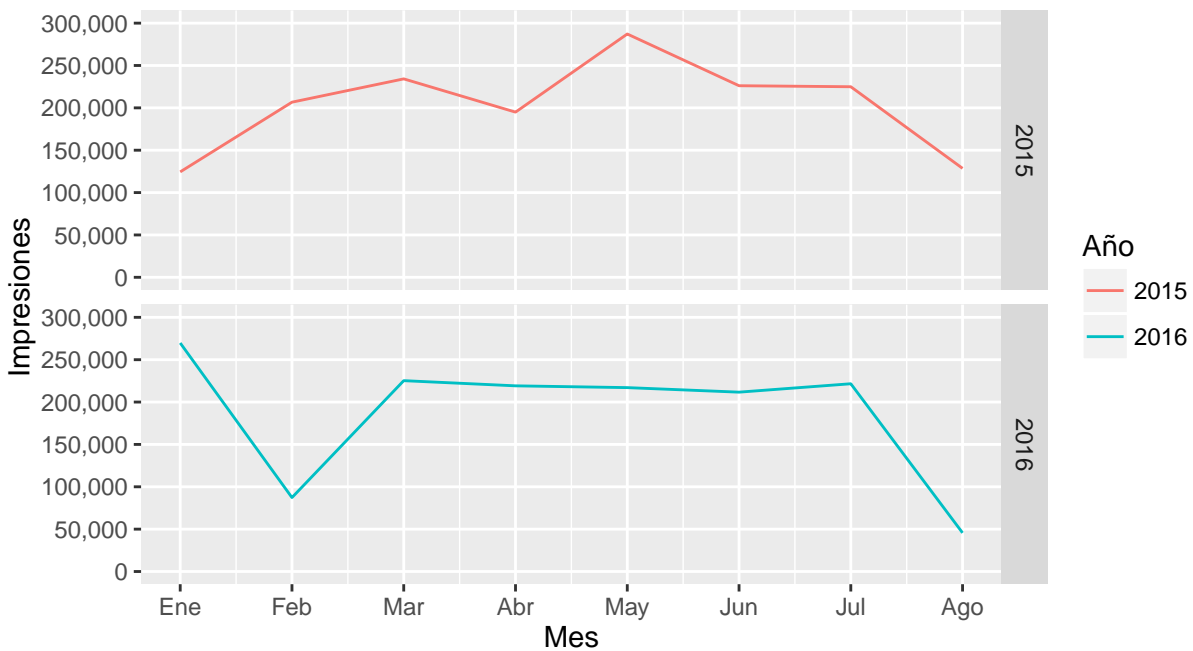
# Reporte Villaclub - Comparativo del período 01/01/2015 al 18/08/2015 vs 01/01/2016 al 18/08/2016

## Resultados de campañas de Adwords

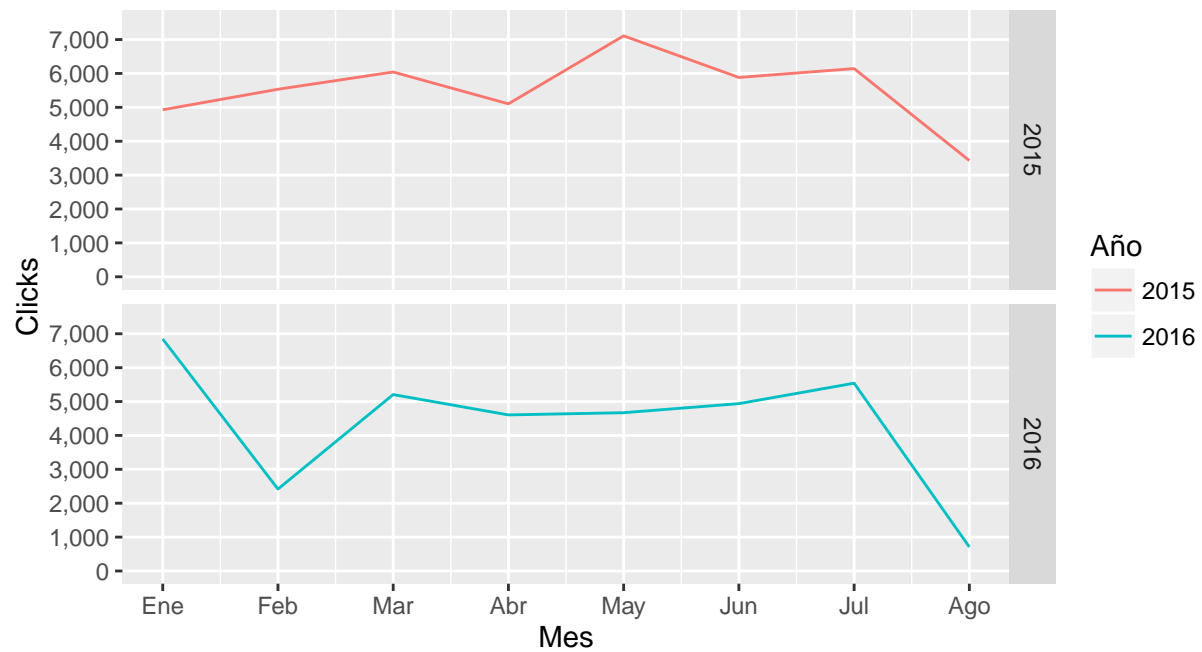
This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see <http://rmarkdown.rstudio.com>.

When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

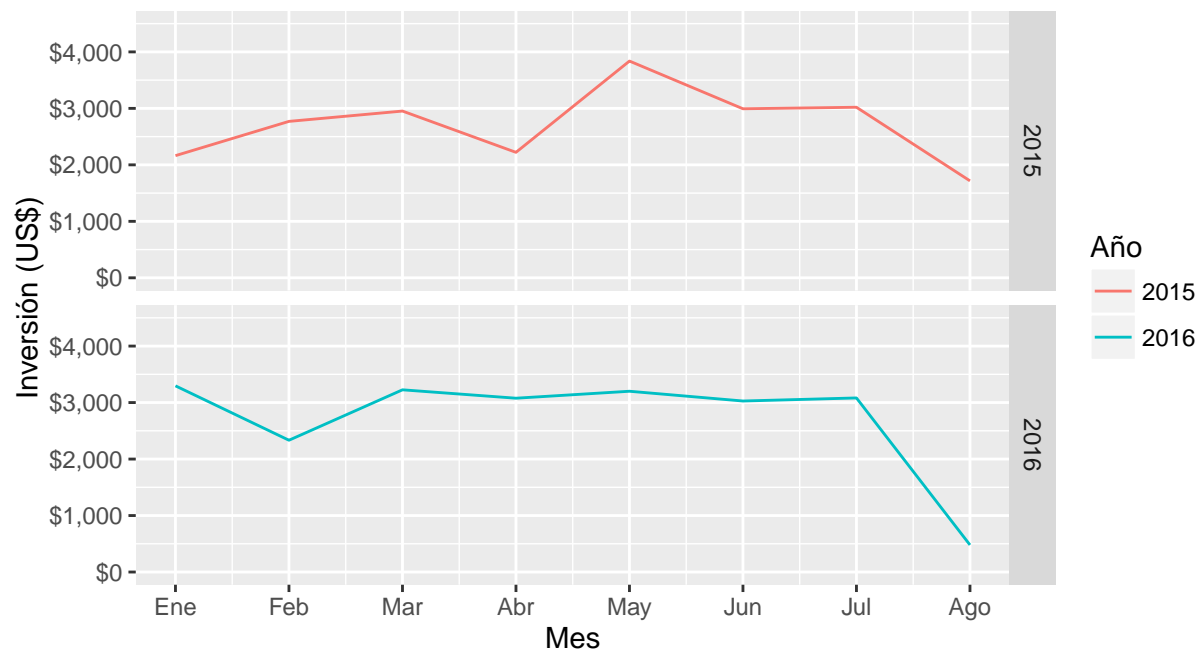
## Impresiones - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



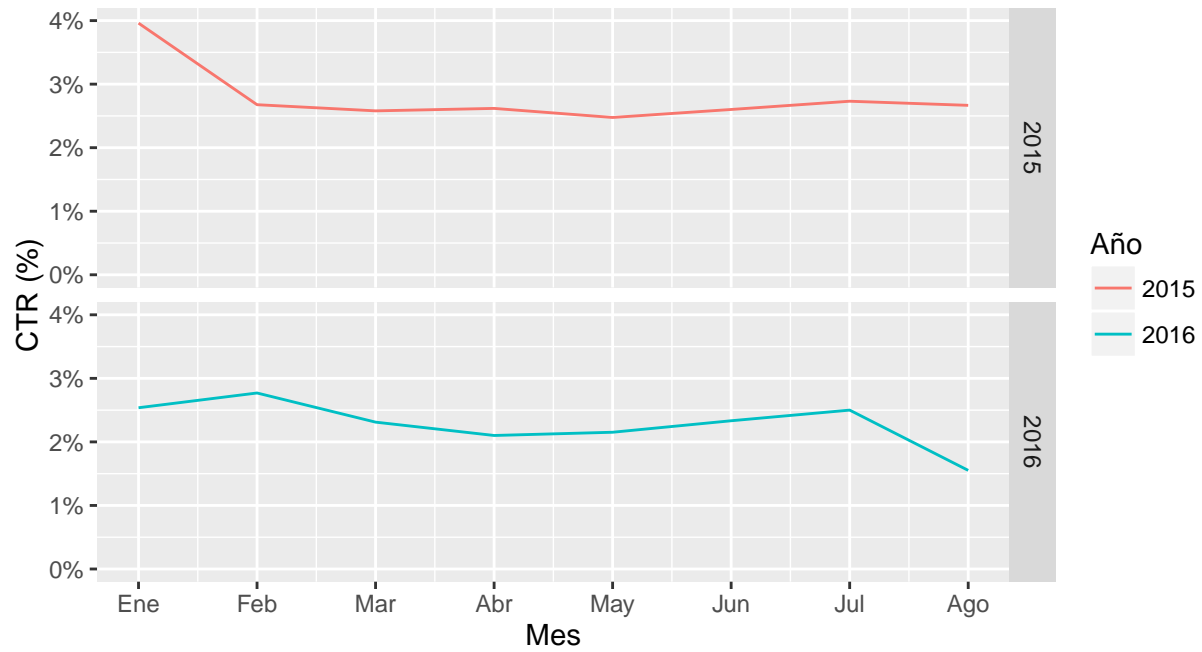
### Clicks - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



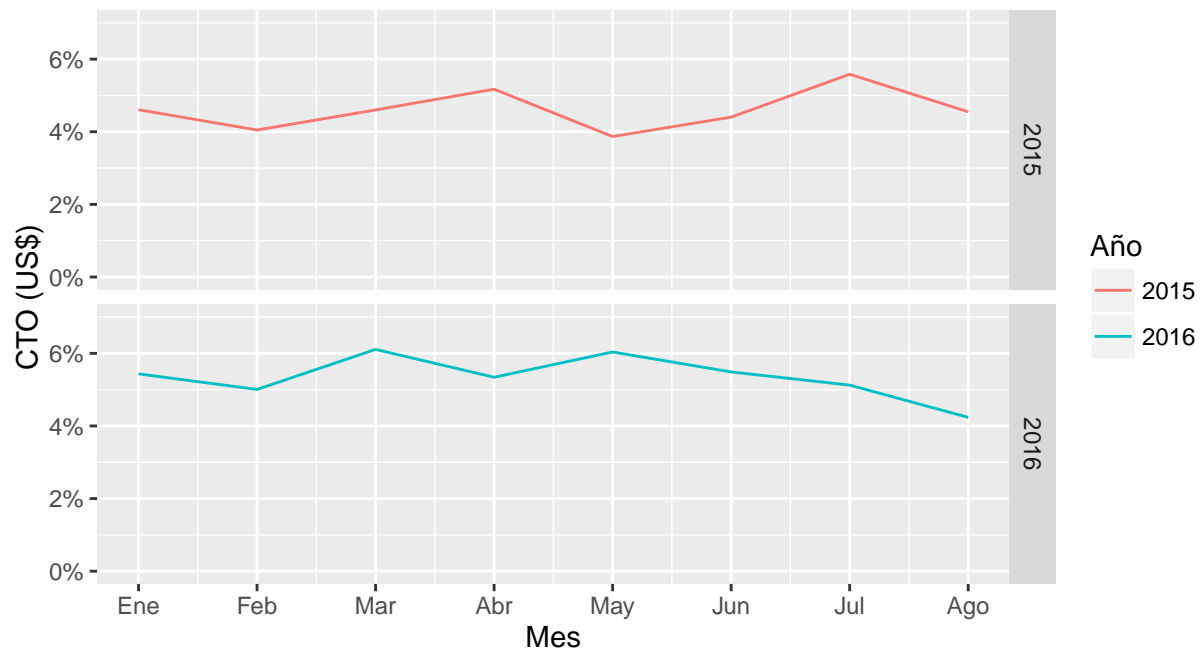
### Costo - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



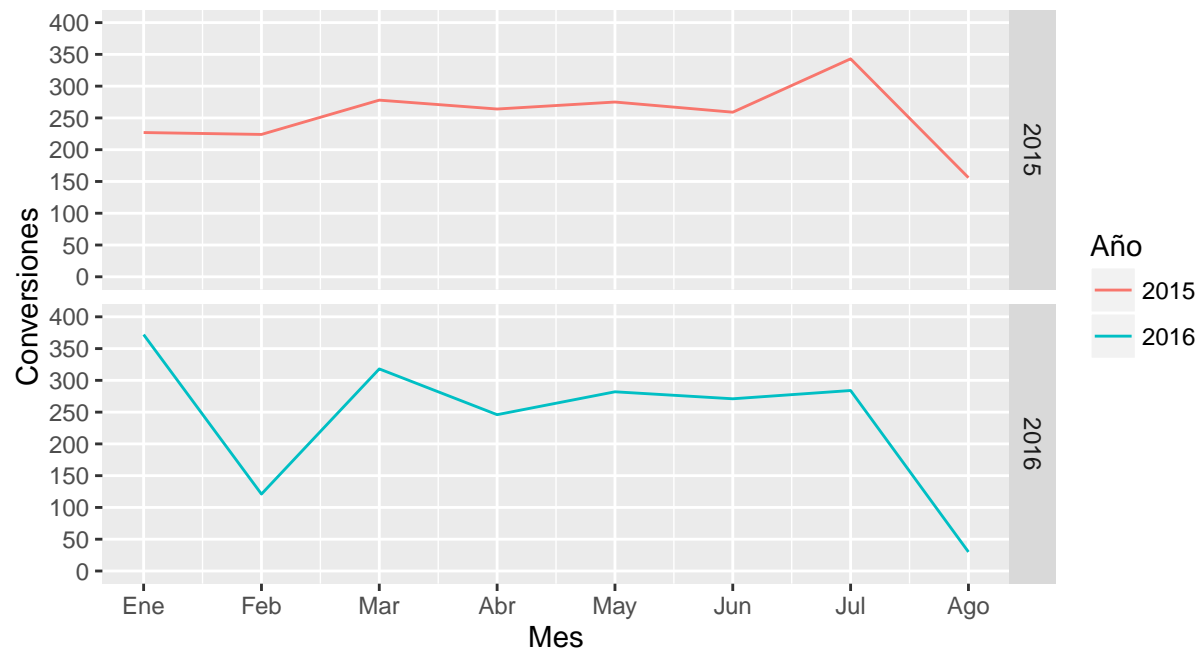
### CTR - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



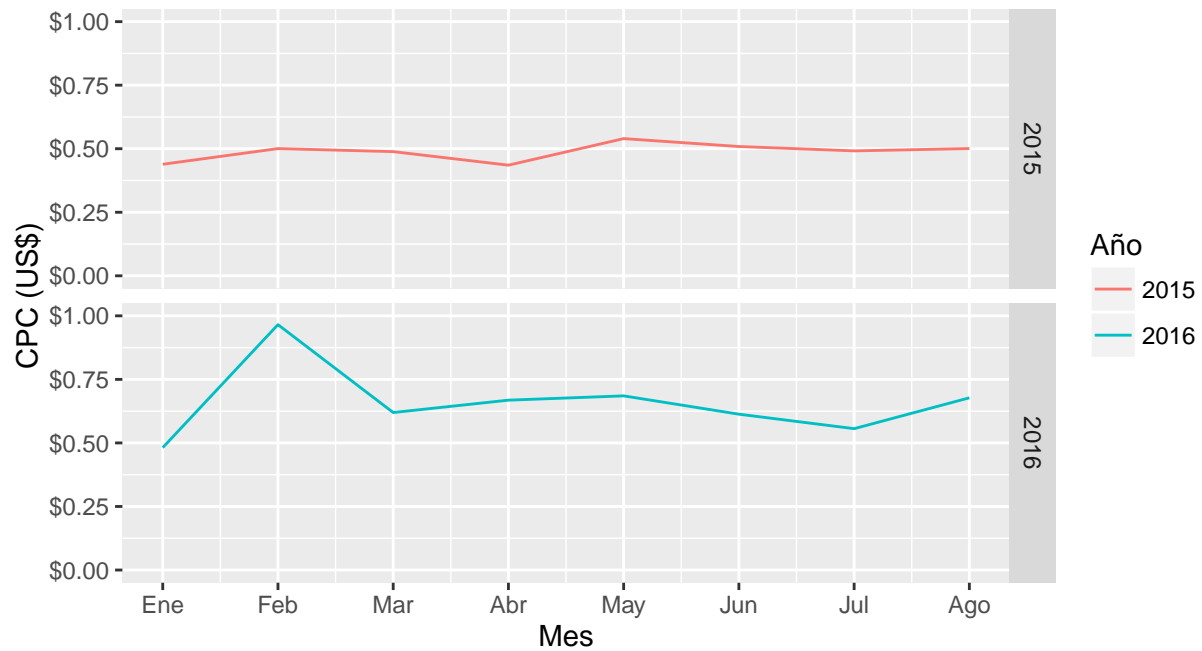
### CTO (Conversion to Opportunity) - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



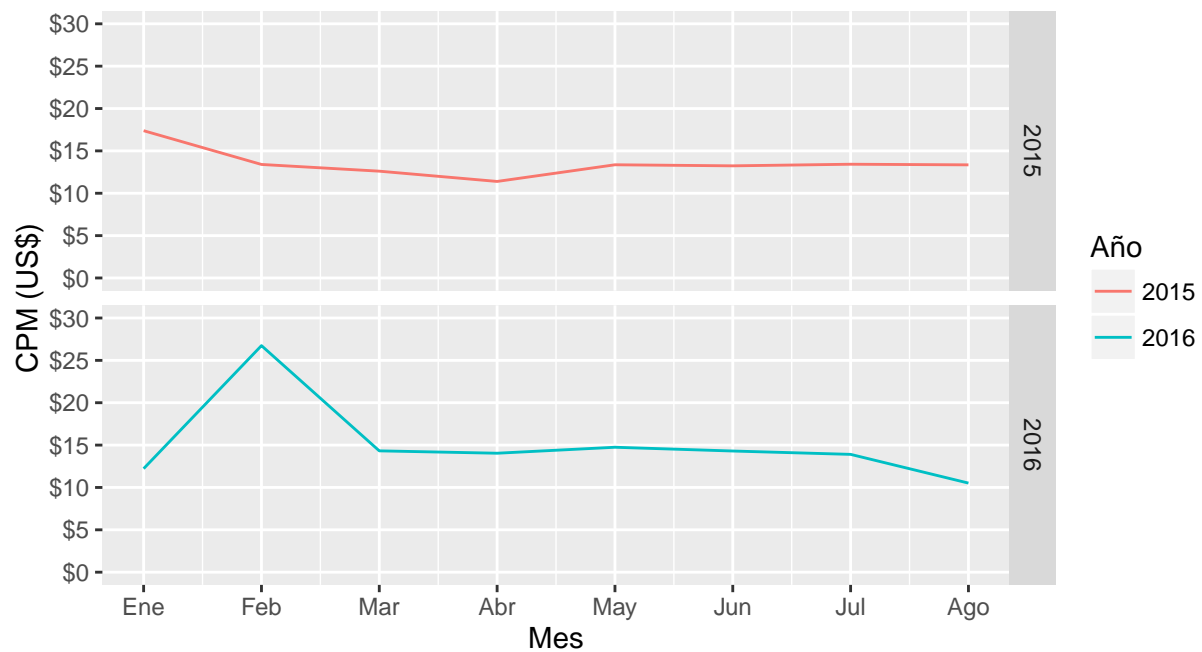
### Conversiones - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



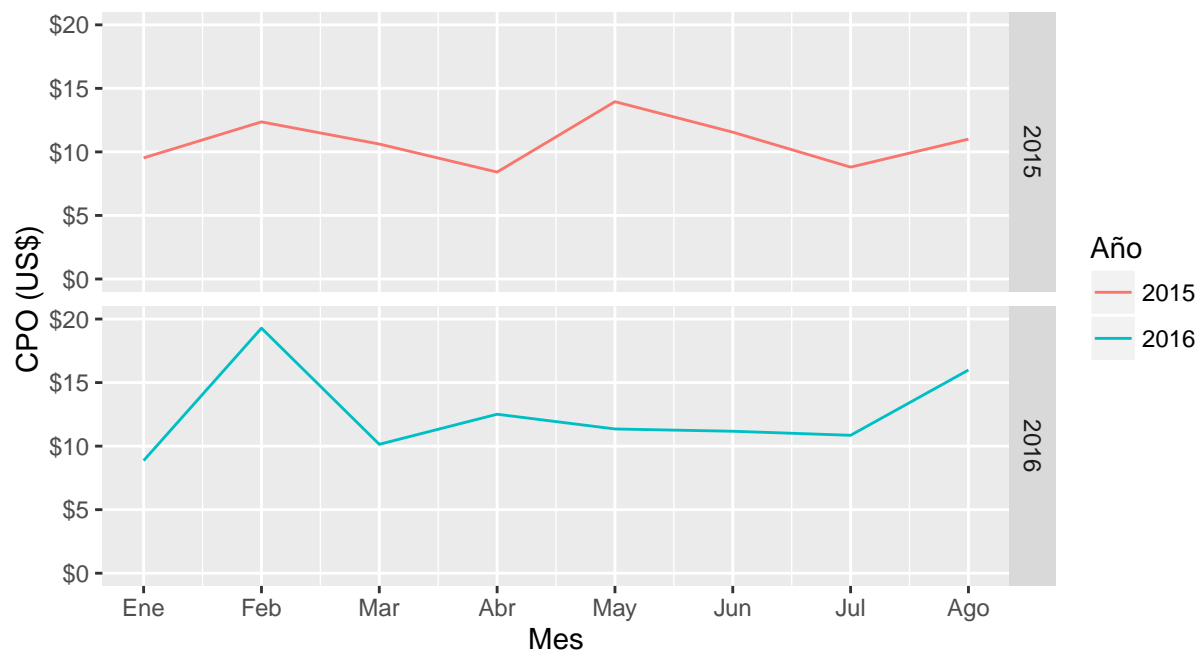
### CPC (Costo por Click) - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16



**CPM (Costo por Mil Impresiones) - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16**



**CPO (Cost per Opportunity) - 01/01/15 al 17/08/15 vs 01/01/16 al 17/08/16**



Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.